



**THE GENERIC STRUCTURE IN THE EDUCATIONAL
ADVERTISEMENTS IN THE JAKARTA POST ISSUED
IN FEBRUARY AND MARCH 2013**

**By:
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TEACHER TRAINING AND EDUCATION FACULTY
MURIA KUDUS UNIVERSITY**

2013



**THE GENERIC STRUCTURE IN THE EDUCATIONAL
ADVERTISEMENTS IN THE JAKARTA POST ISSUED
IN FEBRUARY AND MARCH 2013**

SKRIPSI

**Presented to the University of Muria Kudus
In Partial Fulfillment of the Requirements for Completing the Sarjana Program
In the Department of English Education**



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2013**

MOTTO

- Do lots of pray and do the best thing you can do, be confident and God decide what the best for you
- Learn from yesterday; live for today; hope for tomorrow

DEDICATION

This skripsi is dedicated to:

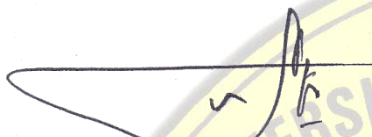
- ✚ Allah SWT the mighty
- ✚ Her parents Mr. Agus Budi Pramono and Mrs. Widyawati Retno Ningrum who being best supporting for her everlasting love, patience and prays
- ✚ Her sisters and brothers (Yolanda, Arnanda, and Ardy) who have been so supporting and encouraging
- ✚ Her one and only sweet heart, Danang Wahyudi who always faithful loves and supports her.
- ✚ Her beloved friends “Eleveners plus” who always help for her skripsi.

ADVISORS' APPROVAL

This is to certify that the *Skripsi* of Fahrida Ludviana (NIM 200932091) has been approved by the *Skripsi* advisor for further approval by the Examining Committee.

Kudus, September 2013

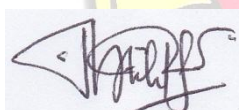
Advisor I



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Kudus,

Advisor II

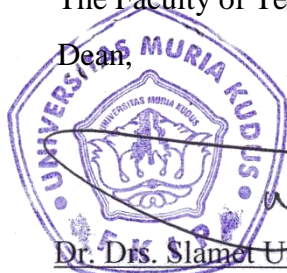



Atik Rokhayani, S.Pd, M.Pd.
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Acknowledged by

The Faculty of Teacher Training and Education

Dean,



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EXAMINERS' APPROVAL

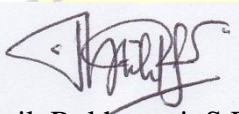
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ACKNOWLEDGEMENT

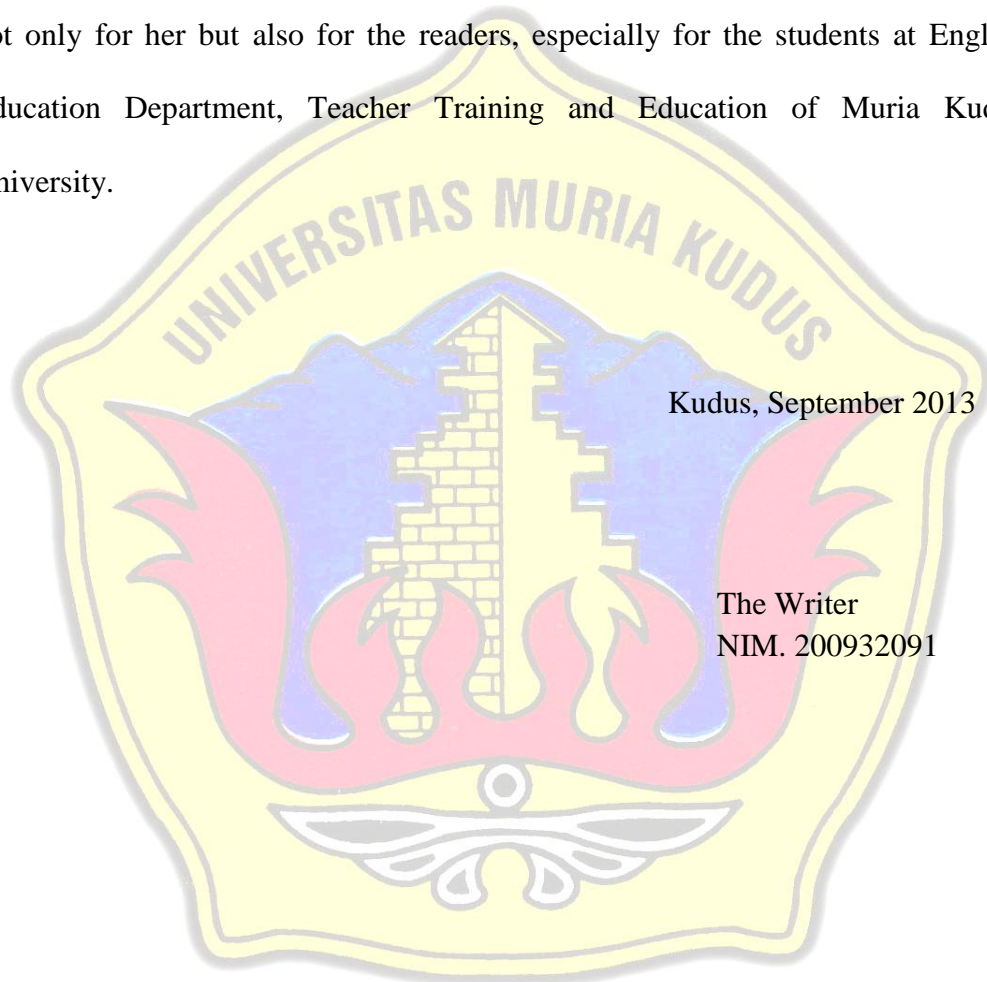
Thanks to Allah SWT the God of universe for blessing and guidance so that the writer may accomplish her skripsi entitled “The Generic Structure in the Educational Advertisements in the Jakarta Post Issued In February and March 2013”.

The writer realizes that she would not be able to finish her skripsi without the guidance's, advices, suggestions and encouragements from many persons. Through this occasion, the writer would like to express the sincere gratitude and appreciation for many peoples in completing her skripsi. They are:

1. Dr. Drs. Slamet Utomo, M.Pd, as the Dean of Teacher Training and Education Faculty University of Muria Kudus and as the first advisor who has given guidance and suggestion wisely in the completion of this skripsi
2. Diah Kurniati, S.Pd, M.Pd, as the Head of English Education Department Teacher Training and Education Faculty University of Muria Kudus.
3. Atik Rokhayani, S.Pd, M.Pd, as the second advisor who has given guidance and suggestion wisely in the completion of this skripsi.
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5. Her beloved parents, young brother and sisters, who have given love, motivate, pray and care to encourage her in finishing this skripsi.
6. Her beloved boyfriend who always give the writer the greatest love and support to do the best in this skripsi.

7. Her beloved friends “E+” (Eleveners Plus) who assist and back up the writer to compose this skripsi.

Finally, the writer also deeply realizes that this research is still far from being perfect. It still requires much improvement. And the writer also highly needs valuable comments and contributive criticisms to make the research useful not only for her but also for the readers, especially for the students at English Education Department, Teacher Training and Education of Muria Kudus University.



Kudus, September 2013

The Writer
NIM. 200932091

ABSTRACT

Ludviana, Fahrida. 2013. *The Generic Structure in the Educational Advertisements in the Jakarta Post Issued In February and March 2013*. English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisor:
(1) Dr. Drs. Slamet Utomo, M.Pd (2) Atik Rokhayani, S.Pd, M.Pd

Key Words: *Advertisement, Educational Advertisements, Generic Structure*

Advertisement, its function is to inform, to persuade, and to entertain. There is an advertisement that having purpose to give announcement about education. This advertisement is advertiser about education, seminar, and also instance or other that support an education. By understanding generic structure of an advertisement, the reader knows the form of genre in an advertisement. So, the readers are easy to understand the purpose and message of the advertisement.

In this research, there are two objectives of the research. They are: (i) to know the generic structures of the educational advertisements found in the Jakarta Post Issued February and March 2013. (ii) To know the dominant part of the generic structure of the educational advertisements found in the Jakarta Post issued in February and March 2013.

The design of this research is descriptive qualitative research. The data of this research is the generic structure of educational advertisement text. Meanwhile, the data source is The data of this research are the educational advertisement texts of Jakarta Post newspaper published in February and March 2013

The result of this research is the generic structure of the educational advertisement in the Jakarta post issued in February and March 2013. They are: Headlines, Target the market, Justifying product or service, Detailing product or service, Establishing Credential, Celebrity or typical user endorsement, Offering incentives, Using pressure tactic and Soliciting response.

In conclusion, The generic structure of the educational advertisement issued in February and March 2013 are Headlines, Target the market, Justifying the product or services, Detailing the product or services, Establishing credentials, Celebrity or typical user endorsement, Offering incentives, Using pressure tactics, Soliciting response. The dominant part of the educational advertisement issued in February and March 2013 are headline and detailing product or service. It is because every educational advertisement must attract the reader and give information about the program. I suggest the students should do a lot of exercise or variety tasks to help them easy to understand the generic structure of the educational advertisement. The teacher should use alternative media that can help teacher learning process. For the further researcher this research can gives contribution to the future researcher as a reference to their researches in different texts.

ABSTRAKSI

Ludviana, Fahrida. 2013. *The Generic Structure in the Educational Advertisements in the Jakarta Post Issued In February and March 2013*. English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisor:
(1) Mutohhar, S.Pd, M.Pd (2) Atik Rokhayani, S.Pd, M.Pd

Kata Kunci : *Iklan ,Iklan Pendidikan, Struktur Umum*

Iklan, fungsinya adalah untuk menginformasikan, untuk membujuk, dan untuk menghibur. Ada iklan yang memiliki tujuan untuk memberikan pengumuman tentang pendidikan. Iklan ini adalah iklan tentang pendidikan, seminar, atau lainnya yang mendukung pendidikan. Dengan memahami struktur generik iklan, pembaca tahu bentuk genre dalam sebuah iklan. Jadi, para pembaca akan mudah memahami tujuan dan pesan iklan tersebut.

Dalam penelitian ini, ada dua tujuan penelitian. Yaitu: (i) untuk mengetahui struktur generik pada iklan pendidikan ditemukan di Jakarta Post yang diterbitkan pada bulan Februari dan Maret 2013. (ii) Untuk mengetahui bagian yang dominan dari struktur generik pada iklan pendidikan yang ditemukan di Jakarta Post yang diterbitkan pada bulan Februari dan Maret 2013.

Bentuk penelitian ini adalah penelitian deskripsi kualitatif. Data di penelitian ini adalah stuktur umum iklan. Sedangkan sumber datanya iklan pendidikan pada Jakarta post yang diterbitkan pada bulan februari dan maret 2013.

Hasil dari penelitian ini adalah struktur generik dari iklan pendidikan di Jakarta Post yang diterbitkan pada bulan Februari dan Maret 2013. Di antaranya adalah: Pokok berita, Sasaran pasar, Membenarkan atau memberikan alasan produk atau layanan, Rincian produk atau layanan, Membangun kepercayaan, persetujuan atau pengesahan, Penawaran insentif, Menggunakan taktik penekanan dan Permohonan jawaban.

Kesimpulannya, setiap iklan pendidikan memiliki struktur generik yang berbeda. Saya menyarankan bahwa dengan memahami setiap struktur generik, mudah-mudahan, para guru, siswa dan peneliti selanjutnya dapat mengembangkan kemampuan berbahasa mereka empat. Terutama, membaca untuk memahami langkah-langkah yang berarti Pembangunan retorika dalam teks tertulis. Para siswa harus melakukan banyak latihan atau berbagai tugas untuk membantu mereka mudah untuk memahami struktur generik dari iklan pendidikan. Guru harus menggunakan media alternatif dapat membantu guru dalam proses belajar mengajar. Bagi peneliti selanjutnya penelitian ini dapat memberikan kontribusi terhadap peneliti selanjutnya sebagai referensi untuk penelitian mereka dalam teks-teks yang berbeda.

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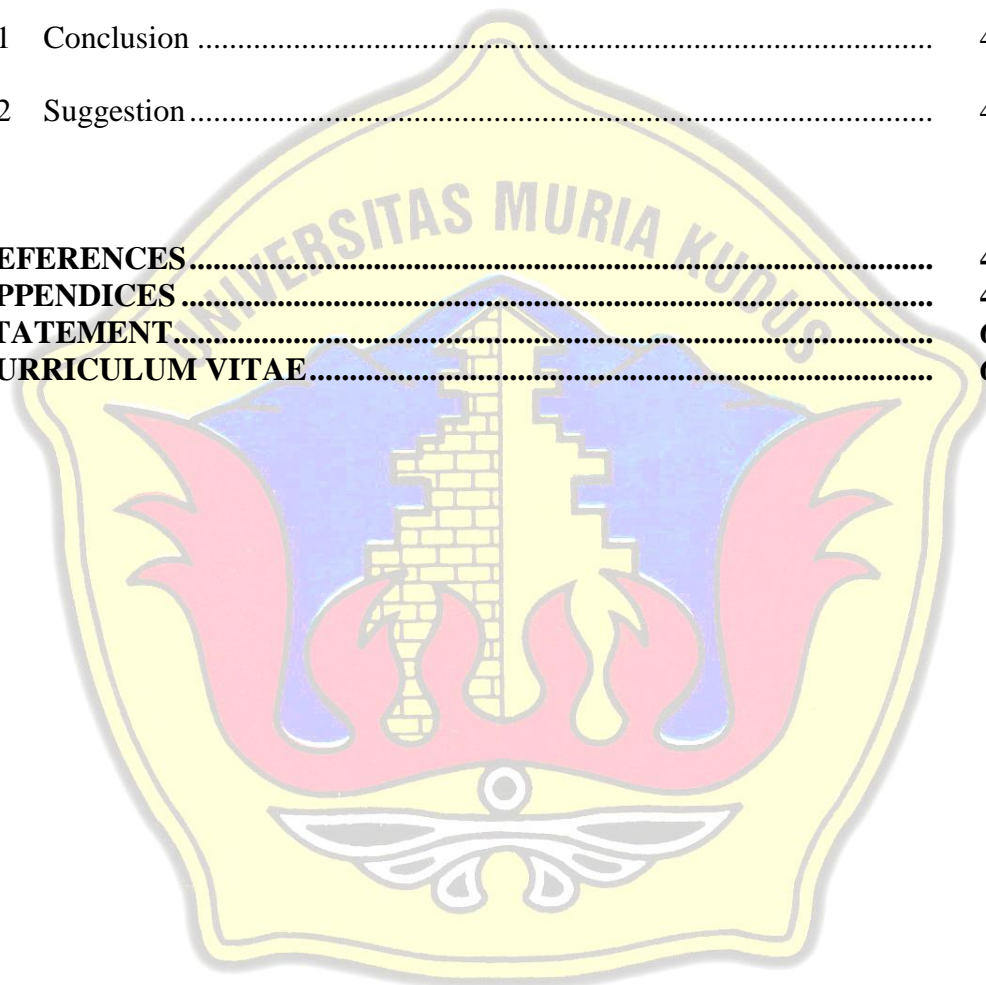
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